CONTRACT

WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321
http://www.channel3000.com

And:

Brabender Cox Mihalke
1218 Grandview Ave.
1st Floor
Pittsburgh, PA 15211

Contract / Revision	Alt Order #
6094217 /	06094217

Product
SANTORUM 4 PRESIDENT

Contract Dates	Estimate #
03/28/12 - 04/02/12	

Advertiser	Original Date / Revision
Political Various	03/27/12 / 03/28/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WISC-TV	Matthew Norten	HRP Washingto

Special Handling: Duplicate Invoice 2x

Demographic: Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	WISC	03/28/12	03/30/12	News 3 at 5	5-6am		:30			NM	3	$240.00
Week:		03/26/12	04/01/12	--WTF--				3	$80.00			
N 2	WISC	04/02/12	04/02/12	News 3 at 5	5-6am		:30			NM	1	$80.00
Week:		04/02/12	04/08/12	1------				1	$80.00			
N 3	WISC	03/28/12	03/30/12	News 3 This Morning	6-7am		:30			NM	3	$600.00
Week:		03/26/12	04/01/12	--WTF--				3	$200.00			
N 4	WISC	04/02/12	04/02/12	News 3 This Morning	6-7am		:30			NM	1	$200.00
Week:		04/02/12	04/08/12	1------				1	$200.00			
N 5	WISC	03/28/12	03/30/12	M-F Early Show	7-9am		:30			NM	3	$210.00
Week:		03/26/12	04/01/12	--WTF--				3	$70.00			
N 6	WISC	04/02/12	04/02/12	M-F Early Show	7-9am		:30			NM	1	$70.00
Week:		04/02/12	04/08/12	1------				1	$70.00			
N 7	WISC	03/28/12	03/30/12	M-F News Replay	9-930am		:30			NM	3	$150.00
Week:		03/26/12	04/01/12	--WTF--				3	$50.00			
N 8	WISC	04/02/12	04/02/12	M-F News Replay	9-930am		:30			NM	1	$50.00
Week:		04/02/12	04/08/12	1------				1	$50.00			
N 9	WISC	03/28/12	03/30/12	Price is Right	10-11am		:30			NM	3	$450.00
Week:		03/26/12	04/01/12	--WTF--				3	$150.00			
N 10	WISC	04/02/12	04/02/12	Price is Right	10-11am		:30			NM	1	$150.00
Week:		04/02/12	04/08/12	1------				1	$150.00			
N 11	WISC	03/28/12	03/30/12	News 3 at Noon	12-1230pm		:30			NM	3	$450.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract Dates	Product	Estimate #
03/28/12 - 04/02/12	SANTORUM 4 PRESIDE	

Advertiser	Original Date / Revision
Political Various	03/27/12 / 03/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		03/26/12	04/01/12	--WTF--	3	$150.00						
N 12	WISC	04/02/12	04/02/12	News 3 at Noon	12-1230pm		:30			NM	1	$150.00
Week:		04/02/12	04/08/12	1------	1	$150.00						
N 13	WISC	03/28/12	03/30/12	Live at Five	5-530pm		:30			NM	3	$900.00
Week:		03/26/12	04/01/12	--WTF--	3	$300.00						
N 14	WISC	04/02/12	04/02/12	Live at Five	5-530pm		:30			NM	1	$300.00
Week:		04/02/12	04/08/12	1------	1	$300.00						
N 15	WISC	03/28/12	03/30/12	News 3 at 6	6-630pm		:30			NM	3	$1,200.00
Week:		03/26/12	04/01/12	--WTF--	3	$400.00						
N 16	WISC	04/02/12	04/02/12	News 3 at 6	6-630pm		:30			NM	1	$400.00
Week:		04/02/12	04/08/12	1------	1	$400.00						
N 17	WISC	03/28/12	03/30/12	News 3 at 10	10-1035pm		:30			NM	3	$1,650.00
Week:		03/26/12	04/01/12	--WTF--	3	$550.00						
N 18	WISC	04/02/12	04/02/12	News 3 at 10	10-1035pm		:30			NM	1	$550.00
Week:		04/02/12	04/08/12	1------	1	$550.00						
N 19	WISC	03/31/12	03/31/12	News 3 at 10	10-1035pm		:30			NM	1	$300.00
Week:		03/26/12	04/01/12	-----1-	1	$300.00						
N 20	WISC	04/01/12	04/01/12	News 3 at 10	10-1035pm		:30			NM	1	$400.00
Week:		03/26/12	04/01/12	------1	1	$400.00						
N 21	WISC	03/31/12	03/31/12	Sat CBS Early Show	6-8am		:30			NM	1	$50.00
Week:		03/26/12	04/01/12	-----1-	1	$50.00						
N 22	WISC	03/31/12	03/31/12	News 3 at Six	6-630pm		:30			NM	7	$2,650.00
Week:		03/26/12	04/01/12	-----1-	1	$150.00						

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	WISC	03/26/12-04/01/12	*News 3 at Six*	*6-630pm*	-------Sa--	*:30*	*~~$150.00~~*	*NM*
	See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8							
2	WISC	03/31/12-03/31/12	Final Four	5-10pm	-------Sa--	:30	$2,000.00	NM
(M)	MG for 25.1,29.1,31.1,22.1							
3	WISC	04/02/12-04/02/12	Dr Phil	3-4pm	M----------	:30	$90.00	NM
(M)	MG for 25.1,29.1,31.1,22.1							
4	WISC	04/02/12-04/02/12	Anderson Cooper	4-5pm	M----------	:30	$110.00	NM
(M)	MG for 25.1,29.1,31.1,22.1							
5	WISC	04/01/12-04/01/12	Badger Sports Report	1030-11am	---------Su	:30	$150.00	NM
(M)	MG for 25.1,29.1,31.1,22.1							
6	WISC	04/01/12-04/01/12	MASH	1035-1105pm	---------Su	:30	$150.00	NM
(M)	MG for 25.1,29.1,31.1,22.1							
7	WISC	03/31/12-03/31/12	Sidelines	1030-11p	-------Sa--	:30	$100.00	NM
(M)	MG for 25.1,29.1,31.1,22.1							
8	WISC	03/31/12-03/31/12	CSI Miami	11-12m	-------Sa--	:30	$50.00	NM
(M)	MG for 25.1,29.1,31.1,22.1							

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 23	WISC	04/01/12	04/01/12	CBS Sunday Morning	8-930am		:30			NM	1	$250.00
Week:		Start Date 03/26/12	End Date 04/01/12	Weekdays ------1	Spots/Week 1	Rate $250.00						
N 24	WISC	04/01/12	04/01/12	News 3 at 530	530-6pm		:30			NM	1	$200.00
Week:		Start Date 03/26/12	End Date 04/01/12	Weekdays ------1	Spots/Week 1	Rate $200.00						
N 25	WISC	04/02/12	04/02/12	CBS Monday	9-10pm		:30			NM	0	$0.00
Week:		Start Date 04/02/12	End Date 04/08/12	Weekdays 1------	Spots/Week 1	Rate $1,200.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WISC	04/02/12-04/08/12		CBS Monday	9-10pm	M----------	:30		~~$1,200.00~~	NM		
See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8												
N 26	WISC	03/28/12	03/28/12	CBS Wednesday	8-9pm		:30			NM	1	$1,050.00
Week:		Start Date 03/26/12	End Date 04/01/12	Weekdays --1----	Spots/Week 1	Rate $1,050.00						
N 27	WISC	03/29/12	03/29/12	CBS Thursday	9-10pm		:30			NM	1	$1,700.00
Week:		Start Date 03/26/12	End Date 04/01/12	Weekdays ---1---	Spots/Week 1	Rate $1,700.00						
N 28	WISC	03/30/12	03/30/12	CBS Friday	9-10pm		:30			NM	1	$800.00
Week:		Start Date 03/26/12	End Date 04/01/12	Weekdays ----1--	Spots/Week 1	Rate $800.00						
N 29	WISC	03/31/12	03/31/12	CBS Saturday	9-10pm		:30			NM	0	$0.00
Week:		Start Date 03/26/12	End Date 04/01/12	Weekdays -----1-	Spots/Week 1	Rate $400.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WISC	03/26/12-04/01/12		CBS Saturday	9-10pm	-------Sa--	:30		~~$400.00~~	NM		
See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8												
N 30	WISC	04/01/12	04/01/12	CBS Sunday	6-7pm		:30			NM	1	$1,500.00
Week:		Start Date 03/26/12	End Date 04/01/12	Weekdays ------1	Spots/Week 1	Rate $1,500.00						
N 31	WISC	04/01/12	04/01/12	CBS Sunday	8-9pm		:30			NM	0	$0.00
Week:		Start Date 03/26/12	End Date 04/01/12	Weekdays ------1	Spots/Week 1	Rate $900.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WISC	03/26/12-04/01/12		CBS Sunday	8-9pm	---------Su	:30		~~$900.00~~	NM		
See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8												
										Totals	52	$16,700.00

Time Period	# of Spots	Gross Amount	Net Amount
03/26/12 -04/02/12	52	$16,700.00	$14,195.00
Totals	52	$16,700.00	$14,195.00

Signature: _____ **Date:** _____

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